

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

LCC3017 CRISIS COMMUNICATION STRATEGY

(All sections)

17 OCTOBER 2019

9.00 am – 11.00 am

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE** printed page **ONLY**.
2. Answer **ALL** questions in Section A and **THREE** questions in Section B
3. Write your answers in the **Answer Booklet** provided.

SECTION A: STRUCTURED QUESTIONS [20 MARKS]**Instructions:** Answer **ALL** questions

1. Explain the terms listed below: -
 - a) Crisis (4 marks)
 - b) Crisis Management (4 marks)
 - c) Crisis Communication (4 marks)
 - d) Media Relations (4 marks)
 - e) Community Relations (4 marks)

SECTION B: STRUCTURED QUESTIONS [30 MARKS]**Instructions:** Answer **THREE** questions only.

1. The Spokesperson chosen to represent the organization has a crucial role to play during times of Crises. List down and explain **FIVE** (5) criteria required of a Spokesperson? (10 marks)
2. As a Communications Specialist, briefly explain **FIVE** (5) tips when dealing with the Media? (10 marks)
3. Briefly explain **FIVE** (5) key principles of crisis management with examples? (10 marks)
4. Explain the **FIVE** (5) Stages of a Crisis according to Fearnside-Banks (2011)? (10 marks)

End of Paper